

Notice of Allowability	Application No.	Applicant(s)
	09/603,532	COHEN-SOLAL ET AL.
	Examiner Jon Chang	Art Unit 2623

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address--

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTOL-85) or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1. This communication is responsive to amendment filed 10/15/04.
2. The allowed claim(s) is/are 10-13, 36-39 and 40-43 (renumbered as 1-12).
3. The drawings filed on 9/7/00 are accepted by the Examiner.
4. Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
 - a) All
 - b) Some*
 - c) None
 of the:
 1. Certified copies of the priority documents have been received.
 2. Certified copies of the priority documents have been received in Application No. _____.
 3. Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

* Certified copies not received: _____.

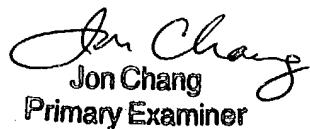
Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.
THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.

5. A SUBSTITUTE OATH OR DECLARATION must be submitted. Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient.
6. CORRECTED DRAWINGS (as "replacement sheets") must be submitted.
 - (a) including changes required by the Notice of Draftsperson's Patent Drawing Review (PTO-948) attached
 - 1) hereto or 2) to Paper No./Mail Date _____.
 - (b) including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date _____.

Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).
7. DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

Attachment(s)

1. Notice of References Cited (PTO-892)
2. Notice of Draftperson's Patent Drawing Review (PTO-948)
3. Information Disclosure Statements (PTO-1449 or PTO/SB/08),
Paper No./Mail Date 6/27/00
4. Examiner's Comment Regarding Requirement for Deposit
of Biological Material
5. Notice of Informal Patent Application (PTO-152)
6. Interview Summary (PTO-413),
Paper No./Mail Date _____.
7. Examiner's Amendment/Comment
8. Examiner's Statement of Reasons for Allowance
9. Other _____.


 Jon Chang
 Primary Examiner

Response to Applicant's Amendment and Arguments

1. The amendment filed October 15, 2004, has been entered and made of record. Claims 1-9 and 14-35 are cancelled. Claims 10-13 and 36-43 are pending.

Applicant's arguments regarding the rejection under 35 U.S.C. §112, have been fully considered, and are persuasive. The Examiner now agrees that claim 36 is not a "single means" claim. The rejection is therefore withdrawn.

In response to the amendment to claim 40, and Applicant's arguments, the rejection of claims 40-43 under 35 U.S.C. §101 is withdrawn.

Reasons for Allowance

2. The following is an examiner's statement of reasons for allowance:

Claim 10 requires selecting a duration of the presented information based on said determination of how quickly said audience is changing. The determination is made by processing an audio or video signal by an audio/visual capture device focused on the audience. This limitation is neither disclosed nor suggested by the prior art of record. Claim 36 has a similar recitation. Claim 40 recites a similar recitation as well. All other claims depend from claims 10, 36 or 40.

Newly cited U.S. Patent Application Publication 20020078441 teaches changing content or an ad based on the rate of change of viewers (paragraphs [0055]-[0056]). However, there does not appear to be a disclosure that the rate of change is determined by processing an audio or video signal. Further, the publication does not

teach changing the duration of presented information. Finally, the publication does not have an effective date which precedes Applicant's filing date.

Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

Contact Information

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Jon Chang whose telephone number is (703)305-8439. The examiner can normally be reached on M-F 8:00 a.m.-6:00 p.m..

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Amelia Au can be reached on (703)308-6604. The fax phone number for the organization where this application or proceeding is assigned is 703-872-9306.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

Jon Chang
Jon Chang
Primary Examiner
Art Unit 2623

Jon Chang
November 10, 2004